

IN THE CLAIMS

What is claimed is:

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A method for transferring an image to a colored substrate, comprising:
providing an image transfer sheet comprising a release layer and an
image-imparting layer that comprises a polymer wherein one
more of the image-imparting layer and the release layer
comprise titanium oxide or other white pigment or
luminescent pigment;
10 contacting the image transfer sheet to the colored substrate; and
applying heat to the image transfer sheet so that an image is
transferred from the image transfer sheet to the colored
substrate that comprises a substantially white background or
15 luminescent background and indicia.

2. The method of claim 1 wherein the colored substrate is a fabric.

3. The method of claim 1 wherein the substrate is black.

20 4. The method of claim 1 wherein the release layer is impregnated with
titanium oxide or other white pigment or luminescent material.

5. The method of claim 1 wherein the image imparting layer is impregnated
25 with titanium oxide or other white pigment or luminescent material.

6. The method of claim 1 wherein the polymer of the image-imparting layer
encapsulates the titanium oxide or other white pigment and indicia and transfers the
titanium oxide or other white pigment and indicia to the colored substrate.

7. An image transfer sheet, comprising:
a release layer; and
a polymer layer wherein one or more of the release layer and the polymer
layer comprise titanium oxide or other white pigment.

8. The image transfer sheet of claim 7 wherein the release layer is impregnated
with titanium oxide or other white pigment.

9. The image transfer sheet of claim 7 wherein the polymer layer is comprised
of titanium oxide or other white pigment.

10. The image transfer layer of claim 7 wherein the polymer layer comprises
polypropylene.

11. The image transfer layer of claim 7 wherein the polymer layer comprises
polyester or polyamide or a mixture of polyester and polyamide.

12. A kit comprising the image transfer sheet of claim 7 and a colored fabric.

13. The kit of claim 12 wherein the colored fabric is an article of clothing.

14. The kit of claim 13 wherein the article of clothing is a T-shirt.

15. The image transfer sheet of claim 7 wherein the polymer layer is a
polyamide.

16. The image transfer sheet of claim 7 wherein the polymer comprises LDPE,
EAA, EVA, MAEA, nylon or mixtures of these polymers or polyamide.

17. A method for making an image transfer sheet, comprising:
providing an ink receptive polymer; impregnating the polymer with
titanium oxide or other white pigment; and
imparting an image on the polymer.

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18. The method of claim 17 and further comprising adding a release coating to
the polymer.

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19. The method of claim 17 wherein the image is imparted by ink jet printing.

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